THE RE-AWAKENED LOUISIANA



VAST AGRICULTURAL EMPIRE COMING INTO OWN AGAIN

The Land of Sunshine, of Richest Soils and April 30th, 1803, Napoleon Bonaparte, against the advice of many of his counsellors, sold Louisians to the United Continuous Crops, Being Systematically **Developed Into Leading Agricultural** State of the Union

The Most Prominent Men of Louisiana Organize Great Movement to Develop the State's Agricultural Resources.

Louisiana was explored by De Soto, with his Spanish troopers, in May, Europe in dairy and meat products. 1541, who located the site of the present city of New Orleans.

In July, 1672, Father Marquette and the noted trader, Joilet, on a journey from the St. Lawrence, explored the northern boundary of Louisiana.

On April 9th, in 1682, La Salle com Louisiana in honor of le grand advantages! monarque, Louis Fourteenth.

honor of evoking from the unknown forever link them to the rivers and Havana. plains of the great Southland. In 1698, Louis Fourteenth sent D'Iber

ville to colonize Louisiana, and a fort Two or three small settlements wer

made before the city of New Orleans was founded in 1717 by Bienville, known as "The Father of Louisians." In 1718, John Law, "the Scottish

dreamer," organized in France the "Joint Stock Mississippi Company," covering the entire Mississippi valley which ill-fated venture came to be known as the "Mississippi Bubble."

From earliest days the soil of this great area, enriched for ages by the aliuvial deposits of its waterways, was famed for its fertility and productive ness. Upon its scores of navigable lakes, rivers, bayous, and canals are millions of lowlands capable of supporting a population half as great as that of the entire United States.

"We used to think that we could not the other side; * * * but now we are pelled by the English, a portion of States." reaching a point where we can calculate them finally finding a haven of refuge that unless we do something in the way in Louisiana. of improving our methods of agriculture, we shall be at a point where we fellow, died on the Bayou Teche, shall have to import what we eat." Twelve centuries ago a large part of

The lowlands of Holland and Belgium and the fens of England sustain a greatthan any other lands in Europe.

The very names, Holland (hollow land) and Netherland (beneath land), possession, imprisoning, exiling and describe the fight and victory of the slaying many prominent French citipeople over the water. "God made the zens. Sea, we made the Land," says the Hol-

More than one-third of Holland's area a less genial climate than Louisiana; these lands are intensively cultivated, valued at from \$1,000 to \$3,000 per acre. and support a population at the rate of a ratio would give the State of Louisi-

ana a population of 42,000,000 people. As early as the fourteenth century, Natchez district until 1795. Holland was known as the flower garden of Europe, and a book published in first great agricultural awakening when, the sixteenth century by Obel, the bot- in 1795, commercial sugar was successanist of James First, King of England, stated that Holland contained more rare de Bore, who had been a Lieutenant ana's fifty-eight parishes retain their

In addition to plants, bulbs and flow-

ROM the time of Alvarez de famous, Holland raises rye, potatoes, oats, wheat, beetroot, beans, peas, win-Pineda, the Spaniard, who in ter barley, flax, summer barley, rape-1519 was the first white man seed, tobacco, madder, hay and difto visit its shores, Louisiana ferent grasses, spinach, onions, letbeen prominent in American tuce, tomatoes, cabbages, carrots, radishes and myriad other vegetables and small fruits. For generations the Dutch have excelled in agriculture and led all

With the example of this sturdy people before us, living in a cold, damp, uncongenial climate, who have become famous and enormously rich as a result of their agricultural developments, what of the future of Louisiana, with mil-Mississippi river almost to the present lions of acres of the most fertile soil in the whole world, on which will grow three, four, and even five abundant ps every year; her warm, sunny clipleted the trip down the Mississippi to mate and ample rainfall; her miles of its mouth, and named the province waterways and countless other natural

By treaty of November 3rd, 1762, Louis Fifteenth transferred to Spain that por-To France, therefore, belongs the tion of Louisiana iying west of the Mississippi river, and on February 10th, 1763, a colossal empire extending from the transferred to England all the territory east of the Mississippi river. It was not and from the Gulf of Mexico to the until 1766 that the first Spanish gover-Canadian boundary. Her explorers hor, Ulloa, was sent with ninety men to discovered the mighty lakes of the rule the province, but on account of the lish, and, again, under the French hostility of the people he retired to

Despite adverse political conditions many settlers were attracted to the country by the stories of its wonderful farm property alone now amounts to richness. Under both French and more than Sixteen Billion Dollars. Spanish rule, the province had many plantations, with an interprovincial commerce down the Mississippi River; the center of wealth and society in the

lanlans was put to a very practical logical outcome." test; between the lst of January and the 13th of May of that year, about 650 Acadians arrived at New Orleans, having struggled across the country from the Atlantic seaboard to the Mississippi River and paddled down the river to New Orleans.

Early historians state that they were millions of acres of highlands and other settlements in Attakapas, Opelousus and along the Atchafalaya River, The Acadians were descendants

sturdy French colonists who, in 1605, Ex-President Taft, in a recent address settled on the Pay of Fundy in Nova before the Southern Commercial Con- Scotia, naming the country Acadla, to possess this place, possesses in 1713, and after many years of dissenlearn anything about agriculture from slons, these French settlers were ex-

Evangeline, immortalized by Long-Acadia, one of the State's fifty-eign parishes or counties, is named in honor Europe was lowlands, unfit for use, of the Acadians, from whom have but they are today supporting over two- sprung many men who have been potent factors in shaping Louisiana's destiny

After Governor Ulloa's failure, no furer population and yield more revenue ther attempt was made to establish Spanish authority until 1769, when General O'Reilly, with 4,000 soldiers, took

Governors Unzaga, De La Torre, and De Galve did much to overcome the results of O'Reilly's tyranny, and Govlies at or below sea level, with a soil ernor De Galvez, by his activities dursomewhat similar but less fertile, and ing the American Revolution, was of considerable assistance to the American colonies.

As a result of the American Revolution, on September 3rd, 1783, all of Louisfifteen persons to each ten acres. Such inna east of the Mississippi River was ceded by England to the United States; Spain, however, refused to yield the

> The province of Louisiana received its fully produced from Cane by Etienne General in the French Army. As a re- French names; the names of the State sult of De Bore's success, large planta- and its principal city are French, and Government census, graphically illustions were planted to Sugar Cane. The the customs, habits and language of the trates the fall and rise of the fortunes touch with the world's markets.

by aristocratic Frenchmen, who em ployed slave labor to cultivate their

iana to France by secret treaty, for the Kingdom of Tuscany, in order to provide a kingdom for the Duke of Parma, whose wife was a daughter of the King of Spain. The transfer of the province was not known at Washington until

States for Fifteen Million Dollars, to se-

Spain protested, asserting that France had promised her the opportunity of purchase If the province was ever sold. President Jefferson purchased Louis iana without authority from Congress and many American citizens criticised his act, claiming that the United States had no right to buy more land. None knew the magnitude or value of

the province. In the territory of Louislana, the United States acquired about 865,000 square miles of land, 44,000 square miles more than the entire origi-nal thirteen states, more than doubling the area of the United States, and a total of more than 550,000,000 acres of land for less than three cents an acre. The following thirteen states hav been created in whole or in part out of

the purchased province: Arkansas, Colorado, Iowa, Kansas Louisiana, Minnesota, Missouri, Mon tana, Nebraska, North Dakota, Oklahoma, South Dakota, and Wyoming. The area embraced almost equals that of Great Britain, the Netherlands, Belgium, Germany, France, Spain, Italy, and Switzerland combined.

In speaking of the Louisiana pur chase, ex-President Roosevelt said; "It stands out in marked relief even among the feats of a nation of pioneers, a nation whose people have from the beginning been picked out by a process of natural selection from among the most enterprising individuals of the nations of Western Europe. The acquisition of the territory is a credit to the broad and far-sighted statesmanship of the great statesmen to whom it was immediately due; and, above all, to the aggressive and masterful character of the hardy pioneer folk to whose restless energy these statesmen gave expression and direction, whom they fol

lowed rather than led." In the Louisiana Purchase, President Jefferson brought under the American flag an empire, parts of which had been under the French, the Spanish, the Engflags; an empire sacrificed through one century ago at Fifteen Million Dollars altogether, and whose valuation of

Truly did a great historian say: "The annexation of Louisiana was a: event so portentlous as to defy measure the people were celebrated for their ment. It gave a new face to politics hospitality and the province noted as and ranked in historical importance next to the Declaration of Indepen dence, and the adoption of the Consti-In 1765 the hospitality of the Louiss tution, an event of which it was the

One more conflict remained before Louisiana should rest secure in American hands.

in June, 1812, Congress declared wa against England. The British, after having spent nearly two years on the Atlantic scaboard and the Canadian frontier, at the close of 1814 turned their cordially received and aided to form attention toward New Orleans because of its strategic position as the key to the Mississippi River.

One of their officers in his dispatches home wrote;

The province was ceded to England in reality the command of a greater extent of country than is included within the boundary line of the whole United

The British military and naval forces reached Louisiana in December, 1814. and captured the American gunboats in

After several skirmishes a decisive bat tle was fought on January 8th, 1815, 7 which the English were completely routed, with 700 killed, 1,400 wounded and 500 taken prisoners, with an Ameri an loss of only seventeen.

The victory of the Americans proved the raw militia of Louisiana to be a match for the veteran troops of the Jackson, "the hero of New Orleans," with glory and payed the way for his reaching the Presidential chair

"La Belle Louislana" petitioned fo admission into the Union as a State in ritory of "Orleans" at that time Another unsuccessful effort to be admitted was made in 1811, and on April 8th, 1812, Louisiana was formally admitted as a State, being the first Statwithin the purchased province and the eighteenth State to be admitted into the

The State comprises about 51/2 pe cent of the total acreage of the original Louisiana Porchase, and in no other part of the Union has France left so many footprints; twenty-five of Louisiers, for which the country is world- country was French and owned largely French still exist in many localities. of the State:



Throughout the various political changes, this great Commonwealth rapman's ambition; an empire valued a idly increased in agricultural, educational, commercial and social activities. New Orleans became a second Paris. the natural center of all business; a large commerce developed on the Misissippi river, and the Louisiana planter

enjoyed great prosperity. In 1824 four banks in New Orleans had combined capital of \$13,000,000. In SM four new banks, known as proprty banks, were chartered with a combined capital of \$24,000,000; these banks were authorized to lend money on and personal property.

The present Citizens' Bank of Louistina was one of the four banks to be hartered in that year, with a capital of \$12,000,000. Among the things of interest in the Pan-American building at Washngton are three uncut sheets of the circulating notes of that institution. The present Canal Bank was chartered in 1831 as the New Orleans Canal

and Banking Company, with a capital of \$4,000,000 In 1837 the authorized capital of the New Orleans banks amounted to \$1,551,-000, of which \$36,769,455 was actually

New York banks in the same year were capitalized at only \$27,101,460. In 1842 the exports of cotton reached ,000,000 bales; in 1853 the cotton crop Was valued at \$68,250,000. Social activities kept pace with busi-

gained a world-wide reputation as the Plains and River Flood Plains. About enter of the social life of the country. In 1860, when this wonderful agricul- is of Gulf Coastal Plain origin and tural activity was at its height, farm about one-third of River Flood Plain

State lost by death the cream of its sedimentary deposits of the Mississippi manhood, and, by emancipation the River or the Gulf of Mexico, slaves upon which the plantations had depended. Many plantations were aban- found the century old sugar and cotton loned by their owners, and the govern- plantations long famed as the riches ment of this once proud star in the agricultural land in the country and galaxy of States fell into alten hands, speken of as the 'cream of the soil resulting in the squandering of her of the United States." Practically all

But the wounds began to heal, and the elevation of the lowlands being Louislana once more faced her prob- generally less than 60 feet above mean lems to restore conditions of educational guit level, while the highlands lie from advancement, peace, and prosperity, The rebuilding of a rulned empire was | The extensive levee systems which the stupendous task assumed; with have been built up drain most of the

It has been said that difficulties are land waterway system. the test of men and nations. Nobly has

 1869.
 \$247,984,827

 1870.
 73,043,154

 1880.
 76,776,747

 1890.
 110,447,0-5

 1900.
 198,536,996

0 years from 1860 to 1910 amounted only 21 per cent, while the increase in valuations for the 10 years from 1900 to 1910 amounted to 52 per cent, and wasteful system of plantation farming of large areas under single ownership. R. M. Walmsley, President New Orleans With better methods of intensive cultivation and diversified farming now vell under way, this rich allovial plain can produce food products sufficient to

influence the markets of the world. Geologically, me State of Louisiana its geological history has been written by water.

Ages past the Mississippi Valley con emptied the Mississippi, the Arkansas, Frank B. Hayne, Cotton, the Missouri and the Ohio rivers, da- R H Downman, Timber, positing their silt from the Appalachian and the Rocky Mountains until this sea became an enormous river. Its turrent was slow and its overflow resulted in large deposits of a loam

of the State has been formed. According to the United States Government Burcau of Soils, the soils of J. K. Newman, Isidore Newman & Son, the State may be divided into two genness and wealth, and the entire State eral classes, known as the Gulf Coastal two-thirds of the land of the State alues had reached the enormous figure origin, which are again subdivided into Then came the great civil war. The are of alluvial formation, being the

On these rich alluvial plains are of this alluvial area is low and level lands in waste, houses burned, levees southern part of the State directly into broken, and none to plant and sow and the Gulf through lakes, rivers and reap, the future looked almost hopeless, bayous, which form an extensive in-

The state of Louisiana has over 23. the State responded to this supreme test | 600,000 acres of unplanted land awaiting In the rebuilding of Louisiana; surely the farmer, consisting of the richest and steadily, year by year, her wealth alluvial plains in the world, a large part has increased, each decade showing of which has deep water transportation, more rapid growth than the one before. climinating for the farmer his trans-The following table, taken from the portation problem, assuring him equitable freight rates and placing him it

This is the opportunity awaiting

onize throughout the whole state broadening the outlook for the agriculturist, enabling him to raise larger rops per acre by proper methods; to

the state-wide benefits which will result from its campaign for an improvmarketing conditions, for both producer and consumer, all have the support of the broad-minded and patri otic citizens of Louisiana, is fully evidenced by the unanimity of the spirit in which the leading men in public life and in financial, commercial, and professional circles are supporting

our great Western prairies, but the

average American citizen; for he can

six weeks be raising his vegetables, a

full crop, yes, two, three, even four

full crops the first year, a veritable

land of milk and honey, where every-

thing grows that is required by the

human race, and even the anima

That the newcomers may feel sure

of cordial welcome and every oppor-

tunity to succeed, the public spirited

citizens of Louisiana, statesmen

bankers, business men. professional men, throughout the State have or-

ganized The Louisiana Company, to

aid in colonizing the agricultural

For the benefit of the settler, auth-

oritative publications are being pre-

pared on the many and varied phases

of practical farming and fruit culture

Working in thorough harmony and

co-operation with official institutions

the organization will settle the farm-

er in the location and on the land

and prosperous citizen of the State.

The plan includes the organization

of Growers' Associations in the differ

ent communities to market the prod

ucts of each community to the best

advantage in the consuming centers

on a purely co-operative basis. The

institution is planned along perma-

a great service to the state and the

settler alike, its purpose being to col-

secure better returns for his products

through co-operative marketing; to

make farm work more congenial by

kingdom thrives best of all.

lands of the state.

move on his farm this spring and in

the movement. Among those identified with Mr. C. W. Marsh, the General Director, are:

Governor Luther E. Hall. The net increase in valuations in the United States Senator J. E. Ransdell. Congressman R. F. Broussard, Mayor Martin Behrman, of New Or-

leans. this has been done, too, under the Joseph H. Breaux, Chief Justice of State Supreme Court.

Clearing House Association. Hugh McCloskey, President New Or leans Railway and Light Company. Vice President Hibernia National

Frank B. William, President Franklin and Abbeville Railway Company, Vice President Whitney-Central Na-

tional Bank. Pearl Wight, Capitalist,

rawford H. Ellis, President Pan-American Life Insurance Company. Joseph Birg, President Sugar Planters'

Storage and Distributing Company of Louisiana. President Commercial Bank and Trust Company of Frank-

Bankers, New Orleans, H. Hyams, Hyams, Moore & Wheeler, Bankers, New Orleans, John A. Pharr, President Bank of Ber-

Baldwin, Jr., President New Orleans National Bank. Mason Smith, President Commercial-

Germania Trust and Savings Bank, New Orleans. ynn H. Dinkins, President Interstate Trust and Banking Company, New J. J. Manson, Salt, New Orleans,

William P. Burke, President German-

American Savings Bank and Trust Company, New Orleans, harles J. Theard, President Citizens Bank and Trust Company of Louis- | iana, New Orleans.

Bank and Trust Company. New Orharles Janvier, President Canal-Lou-

Isiana Bank and Trust Company, New Orleans.

ohn H. Fulton, President Commercial National Bank, New Orleans.

Bank, New Orleans, B. Wheeler, President U. S. Safe Deposit and Savings Bank, New

P. Breckinridge, President Bank and Trust Company, New Or-

el Henderson, Jr., Vice President Interstate Trust and Banking Com pany, New Orleans.

H. Roberts, President Bank of leans, New Orleans.

John Legier, Jr., President Exchange Bank, New Orleans, Henry M. Young, Secretary Interstate Trust and Banking Company, New

Orleans. W. Pipes, Vice President Citiser Bank and Trust Company of Louis

iana, New Orleans. drew Querbes, President First National Bank of Shreveport.

F. Prohaski, President First N tional Bank of Morgan City. L. Lawrence, President First No tional Bank of Crowley.

A. Peterman, Vice President Commercial Bank and Trust Company, Franklin. lervine Mahn, President Rayne State Bark.

D. Andrus, President State National Bank, Jennings.

best suited to his former environ-ment, furnishing information as to Charles O. Mouton, President Bank what crops the soil is best suited for LaFayette. and how to grow the crops, and in A. Haas, President St. Landry Bank every way helping the new settler to succeed and become a permanent

Joseph Grace, President Iberville Bank and Trust Company, Plaquem Gus Drews, President Bank of Morgan City.

S. Palfrey, Cashler, Commer Bank and Trust Company, Franknent broad lines, which will perform

Rayne. Sepe A. Pharr, Vice President Fire National Bank of Morgan Sity. W. D. Haas, President Merch Planters' Bank, Bunkle.

Kahn, Vice President Peoples' Stat and Savings Bank, Morgan City.

Acadia, Crowley. make farm work more home life S. R. Parkerson, Cashler First National

Gabriel Montegut, Cashier People' Bank and Trust Company, Houma, M. E. Norman, Cashler First National Bank of Morgan City.

ed agricultural industry, and better H. M. Bone, Cashier Crowley Ban's and Trust Company.

E F Ditch, Vice President People State and Savings Bank, Morgan B. D. Ilgenfritz, Cashier State Nations

Bank, Jennings H. Thorp. Cashier Bank of Terre bonne. Houma

Jules M. Burguieres, Sugar, New-O Maurice Stern, President Lehman, Stern & Co., Cotton, New Orleans,

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ing Company, New Orleans. Henry Beer, H. and B. Beer, Cotton New Orleans.

H. Saunders, President New Orlean Real Estate and Mortgage Securitie Company, New Orleans.

E. H. Bright, H. and B. Beer, Cotton

Ernest Loeb, President Haubtman-Loe Company, New Orleans, Charles A. Farwell, Milliken & Farwel Sugar, New Orleans.

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Orleans. Warren B. Reed, Consulting Enginee New Orleans.

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er. Bankers, New Orleans. Vizard, Vizard Improvement Com pany, New Orleans.

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S. Cave. Vice President, Harry Bros. Company, Limited, Oil Tank Manufacturers, New Orleans, W. O. Hudson, President, Marine Off

Company, Limited, New Orlean

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Calvin Wurzlow, Mayor, Houms H. W. Kappell, Clerk of Court, Fran Maurice D. Shannon, Mayor, Morga

Willard Ditch, Steamboat Line, Morga

P. Chappuis, Attorney-at-Lat Crowley.
A. Moresi, Foundry, Jeanerette.

), Moresi, Sugar, Jeanerette. Wilson Peterman Sheriff Franklin R. Brownell, Capitalist, Morgan City Clarence C. Barton, Planter, Albem John M. Durocher, Mayor, Jeanere Charles A. Frost, Lumber, Franklin

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S. N. & L. J. Bass, Merchants, Morgi City. Emile Le Boeuf, Planter, Coffield, R. C. Milling, Attorney, Franklin. tobert E. Brumby, Attorney, Franki H. Ross, Merchant, Morgan City. L. A. Goudeau, Attorney, Lake Charl

John D. Miner, Planter, Houma Frank R. Baaullier, Capitalist, Jeane St. Paul Bourgeois, Capitalist, Jeanel ette.

C. E. Jones, Lumber, Morgan City. P. B. Wright, Planter, Evergreen, Dr. B. E. Smith, Franklin, E. S. Robichaux, Planter, Tallieu. George W. Witworth, Postmaster, Jean

erette.

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Steamship Agents, New Orleans, Monte M. Lemann, Attorney, New O leans. Seorge A. Watson, Manager, Hava American Company, New Orleans Fred L. Joubert, Vice President, Pays & Joubert Machinery Company, Net

Frank A. Daniels, A. K. Miller & C.

Orleans. E. Overbeck, Capitalist, New Orleans G. A. Wiegand, G. A. Wiegard Com pany, Produce Merchanis, New

The proximity of Louisiana to the Gulf of Mexico and its numerou streams and lakes all help to mo the climatic conditions and preven sudden changes; extremely weather in summer or very weather in winter seldom southerly winds from the Gulf help temper the climate and prevent, I

n winter and summer, extremes the might otherwise occur. The annual mean temperature of the State is 66.5 degrees. January being the coldest month with a mean temperatu of 49.8 degrees; and July and Augus both warm with a mean temperature

St. 65 degrees. The date of latest frost in the north rn part of the State varies from March 2nd to March 28th, in the southern part it is about February 3rd; the earlie frost in Autumn in the northern pa ranges from November 3rd to the 13th and in the southern part, about Decem

ber 10th. Louisiana is not subject to the violen changes of temperature prevalent nany parts of the United States; onb the Gulf States, Arizona, New Mexico and the Coastal plains of the Pacifi and of the South Atlantic Coast State can compare favorably as to minimum temperatures, while in maximum tem perature the State compares favorable Minnesota, Oregon and Wisconsin, and does not experience the maximum tem peratures reached in Arizona, Califor nia, Iowa, Kansas, Nebraska, North and South Dakota, Montana, Oklahom

and Texas. A Louisiana State Board of Agrice ture publication states: "Though our summers are pr